



J. J. ELLEGATE
Area Manager - Operations
Winston-Salem, NC 27102
910-741-5760

*Jaxed to JJE
9:55 AM
9/8/97*

SENT VIA MICROSOFT MAIL.

August 28, 1997

TO: L. W. Harbaugh R. J. Schweitzer
J. M. Lanterna W. E. Surman

FROM: J. J. Ellegate

SUBJECT: **Wave II Winston No Bull PDI**

Attached please find a Winston No Bull Wave II PDI Allocation Request form. Please input your requested allocation for the items listed and e-mail back to me at your earliest convenience, but no later than September 10, 1997.

NOTES:

- ① This Wave II Allocation Request supersedes any requests you have previously submitted.
- ② Please pay particular attention to the "Due @ GATX" column to ensure that you have considered the availability date relative to your implementation plans for items requested.
- ③ Shipping time will add 1-3 weeks to the available "Due @ GATX Date."
- ④ I will have these items allocated down to your Region level once I hear back from you and work out any requests in excess of total Sales Area allocation -- if applicable.
- ⑤ These are the only items Winston plans to reproduce. I realize at least one of you requested the Winston Tower display, but the BBU elected to only offer the pack replica counter display.

Please call with any questions.

Best regards,

John

J. J. Ellegate

JJE/bb

Attachment

CC: T. S. Hartman
A. R. James
B. J. Pearson
D. R. Williams

10/1/97
Winston7.doc

51845 1633

Winston PDI Reorder

Sales Area Allocations								
Description	Pkg	Item #	Area 5	Region#51xx	Region#54xx	Region#56xx	Region#58xx	Due @ GATX

Stick to Stick Change Mat	25	528140	500			40		Oct. 12
Winston Pack Replica Counter Display	5	530135	500			28		Sept. 19
"No Bull" Floor Mat	10	527573	375			71		Sept. 19
Winston 5x3 Attitude Banner - Period 2	10	532112	500			12		Sept. 19
Winston 9x3 Attitude Banner - Period 2	10	532103	250			50		Sept. 19
Business Hours Decal	25	528212	125			8		Sept. 19
Push/Pull Decal	50	528215	200			10		Oct. 15
In-Out Decal	50	528221	200			10		Oct. 15
Door/Window Decal	25	528203	375			10		Oct. 15

Please complete by region and e-mail to AMO

51845 1634

Winston1.xls

R. J. REYNOLDS TOBACCO
COMPANY

15369 90TH NE,
98052

P.O. BOX 2979,

Redmond, WA

FAX Cover Sheet

Date: 9-8-97

Number of pages including cover sheet: 2

To:

John Ellegate

Phone:

Fax phone: 910-741-6677

CC:

From:

Larry Harbaugh

Phone: 425/ 885-2556

Fax phone: 425/ 881-9318

REMARKS: Urgent For your review Reply ASAP Please comment

Call if you have any questions

Larry J. Harbaugh

51845 1635